

ABSTRACT OF THE DISCLOSURE

An image display apparatus responding to diverse video signals having different display conditions includes: a frequency characteristic
5 adjustment module that adjusts a frequency component of an analog video signal included in a supplied video signal; an A/D conversion module that converts the analog video signal adjusted by the frequency characteristic adjustment module into a digital video signal; and an image display module that displays a resulting image based on the converted digital video signal.

10 The frequency characteristic adjustment module has: a filter unit that is capable of varying the frequency characteristic; a display condition detection unit that detects the display condition proper to the supplied video signal; and a filter control unit that controls the frequency characteristic of the filter unit according to the detected display condition. This arrangement
15 adequately prevents deterioration of the picture quality due to quantization noise with regard to diverse signals having different display conditions, thus ensuring display of high-quality images.